

CHARGE NUMBER: 8101
PROGRAM TITLE: Cigarette Testing Services
SECTION LEADER: Cynthia C. Bright
PERIOD COVERED: September, 1985

I. TECHNICAL SUPPORT

A. Filter Flare-up (G. Carter)

A test of St. Mortiz cigarettes made with three different tipping papers was performed. These tippings were (a) Ecusta 40436, a zero percent flare-up tipping, (b) Ecusta 40436 with the gold band associated with the St. Moritz brand, and (c) Ton Papier, a French paper, with the gold band. The testing showed that the Ecusta 40436 with the gold band did have a 3% flare-up rate while the Ton Papier with the gold band had zero percent flare-up. The Ton Papier with gold band can be used on the St. Moritz brand.

B. Favor, a Non-Burning, "Cigarette"-shaped Article (C. Bright)

Favor, a non-burning article produced by Advanced Tobacco Products, Inc., has been introduced in San Antonio, Texas. It is designed to be used as a substitute for cigarette smoking and to provide similar nicotine satisfaction to cigarette smoking. There are three versions; Regular, Lights and Menthol, and it has the shape of a cigarette rod.

It is constructed of a hollow plastic (polyethylene terephthalate) tube with cork on white tipping paper at the mouth-end. Inside the tube is a 9 mm plug insert (on the opposite end from the tipping paper) which is polyethylene material impregnated with flavors. The overall length is 84 mm, the circumference is 25 mm, and the total RTD is 90 mm of water.

The major flavor component is nicotine in all three types and the menthol version does contain a significant amount of menthol as well as nicotine. The other flavors are secondary alkaloids which are typical of those found in tobacco extracts. Several other additives were noted, such as, benzyl alcohol, long-chain hydrocarbons, and BHT (a preservative and antioxidant). Each package has warnings printed on it stating that the product "contains nicotine", not to light it, to keep away from children, and not to use if damp or exposed to high temperatures.

II. MARKET ACTIVITY

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Philip Morris has introduced B & H DeLuxe Lights 100 (Box) plain and menthol cigarettes on test market in Sacramento, CA; Tulsa and Oklahoma City, Oklahoma. This cigarette has a 24 mm circumference

and the packaging of this brand is similar to B & H DeLuxe Ultra Lights 100 (Box) cigarettes.

R. J. Reynolds is test marketing a new version of Salem 80 (Box) cigarettes in Pennsylvania. These cigarettes are packaged in a green flip-top box and have cork tipping paper. This cigarette delivers 16 mg tar, 1.1 mg nicotine and 0.5 mg smoke menthol. The word "menthol" does not appear on the package or carton.

Brown & Williamson is test marketing Kool 85 25's in Nashville, Tennessee and Pittsburgh, Pennsylvania. These cigarettes deliver 17 mg tar, 1.2 mg nicotine and 0.5 mg menthol and are similar to Kool 85.

American Brands is test marketing Lucky Strike 100 Menthol cigarettes in Birmingham, Alabama. These cigarettes deliver 10 mg tar, 0.8 mg nicotine and 0.8 mg menthol.

III. MEMOS, REPORTS AND PRESENTATIONS

- A. Special Report by R. W. Kanipe, Accession No. 85-180, "Menthol Tracking Study," September, 1985.
- B. Memo to C. C. Bright from R. W. Kanipe, "InfraAlyzer Techniques for the Quantitation of Menthol in Aftercut Solutions-Progress Report," September, 17, 1985.
- C. Memo to Joe Nguyen from R. W. Kanipe, "Specific Gravity Determination for Marlboro Casing and Aftercut," September 18, 1985.
- D. Method No. E-39B, "CF in Filler by Gas Chromatography," updated by R. W. Kanipe.
- E. Method No. E58-A, "Propylene Glycol, Glycerine, and Triethylene Glycol in Smoke, Filler, and Sheet Tobacco," updated by R. W. Kanipe.
- F. Presentation by R. W. Kanipe, "Quantitation of Menthol in Aftercut Solutions by InfraAlyzer Techniques," September 23, 1985.

CCB:rad

C. C. Bright

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